

# Del Amo 'Stars' Open in 1959.

This is the year that ambitious plans and designs for what is contemplated as the largest shopping center becomes a reality.

Before the end of 1959 three major stores, long famed in the mercantile world, will open for business in the Del Amo Shopping Center.

The Broadway Department Store which opened with a lavish benefit party in Mid-February, is already drawing huge crowds of shoppers.

Two other major firms, Sears and Roebuck and J. C. Penney's will open their doors this fall.

**Other Stores**

They will be followed by a large number of well-known stores, which will offer price ranges compatible with all pocketbooks.

Only this week it was announced by Coldwell, Banker and Co., developers and leasing agents, that agreements had been reached with Thrifty Drugs for a 20,000 square foot store; Food Giant Market for 56,000 square feet; and undisclosed amount of space for J. J. Haggerty's, Woolworth's, Silverwood, Omtra Cafeteria and Lerner's Shops.

The amazing commercial development follows the pattern of the fast-growing population not only of Torrance, but the entire South Bay area which will patronize it.

**Land Grant**

The 85-acre center is located on a portion of the San Pedro Ranch, originally granted to Juan Jose Dominguez, a Spanish soldier, 175 years ago.

Coldwell, Banker officials predict that cost of the center will be in excess of \$40,000,000. It



DEL AMO SHOPPING CENTER GROWING RAPIDLY—Changes in the landscape are taking place rapidly at the fabulous new Del Amo Shopping Center. Construction on the \$1,750,000 Sears-Roebuck and Co. store, left, is proceeding at a good rate

will contain 1,150,000 square feet of building space and parking for 7000 cars.

Once in full operation, its gross sales volume is expected to be \$65,000,000 a year, of which the city will receive \$650,000 from its share of the sales tax.

**Floor Area**

The Broadway has 225,000 square feet of building space. Sears will account for another 250,000, of floor space, while

Penney's will contain 70,000 square feet.

The center will be completely balanced with the Broadway on the north end and Sears on the south. In between will be 600 feet of mall stores on one level with no intervening streets.

A truck tunnel runs the full length of the mall underground, keeping all trucks off the parking area and rubbish from the surface areas.

Del Amo is the second largest center in the nation, and with a large medical center adjacent it will far surpass any existing center in size, officials said.

The Del Amo Estates Co., which owns approximately 150 acres of land from Torrance to Sepulveda Blvds. will own most of the land and buildings in the center.

It will hold its land intact for future development to produce a new "Miracle Mile" along Hawthorne Blvd.

**OPEN AT PLUSH HORSE**

"The Wagners and their Music," a husband and wife team, featuring Jerry at the piano and Vi at the Hammond organ open Monday night at the Plush Horse, 1700 S. Pacific Coast Highway in Redondo Beach.

## Alte Realty to Handle Hawaiian Island Lot Sale

With the opening of beautiful Hawaiian Paradise Park, General Realty Company has appointed Alter Realty & Insurance sales agent for the new development of low cost, one acre land sites on the coastline of the island of Hawaii.

The parcels of land afford purchasers the opportunity to get in on the ground floor of the anticipated demand for the lovely Hawaiian land with statehood looming just ahead.

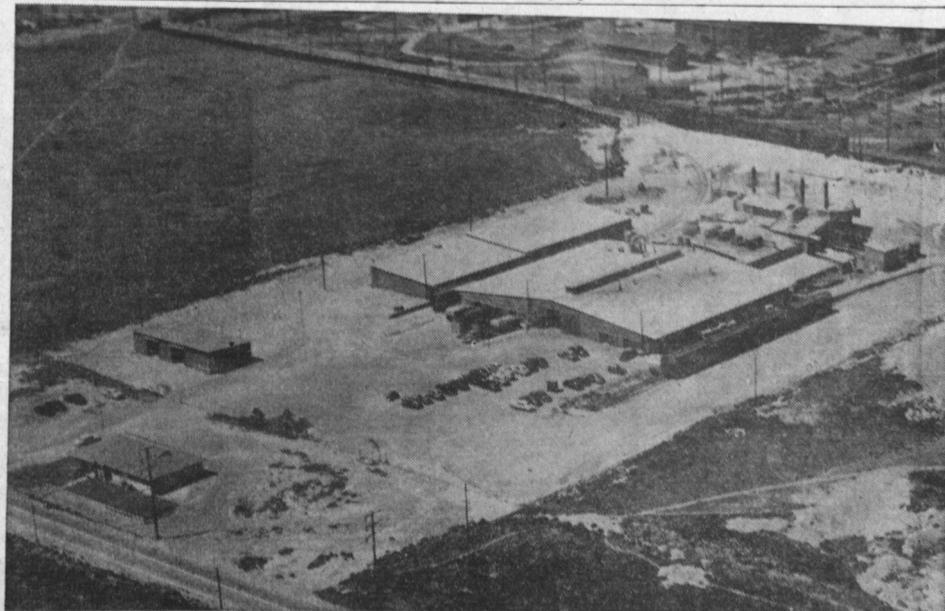
Located on the coast of Hawaii, the island famed for its crops of sugar, coffee, and tropical fruit, Hawaiian Paradise Park offers full one acre lots, each having a minimum of 135 feet, fronting on surfaced roads. Sites are readily suitable for estates, vacation retreats, or income property, and are priced at \$795, with \$165 down and monthly payments of only \$10.

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Want to save money on furniture, rentals, autos, etc? Read Torrance Press Classified Ads!



SIGN PENNY LEASE—Signing the lease for the new J. C. Penney store in the Del Amo center is Robert Ashton, vice-president of Del Amo Estates Company. Witnessing the signing are, from left, Bill McAdam, general partner of Coldwell, Banker & Co., leasing agents; MacDonald Becket, vice-president of Welton Becket and Associates, architects; Eugenio Cabrero, secretary-treasurer of Del Amo Estates Co.; Arthur Hasselbach of J. C. Penney's and Myron Wasson, leasing representative of Coldwell, Banker's.



INSULATING PLANT—The Torrance manufacturing plant of the American Rock Wool Corporation produces a wide variety of insulating materials. Its products are used in refrigerators, stoves, house trailers, water heaters and other equipment which requires insulation. One of the basic raw materials used in the manufacturing process is slag tailings from the production of 20 Mule Team Borax. The plant, seen above, is now undergoing a \$200,000 improvement program to improve the quality of their product, lower costs and meet air pollution control requirements.

## American Rock Wool Corp. Modernizing Local Plant

American Rock Wool Corporation, advancing to meet the requirements of its growing business is now undergoing a \$200,000 improvement program. Production equipment and facilities are being modernized, and changes are being made to comply with air pollution control requirements.

The improvements taking place will do a better job for American Rock Wool's customers, upgrading quality and lowering cost. The project will be completed in May.

Shows Growth  
There has been a steady growth and improvement in American Rock Wool's plant and facilities since they came to Torrance. Immediately after purchasing the original one building plant from Coast Insulating Corporation in 1948, a second plant was erected. During the following year, office buildings were built, and in 1948 the old plant was dismantled.

In March, 1950, a resin manufacturing plant was erected to produce the materials needed by the Torrance plant.

Two years ago construction was completed on a 10,000 square foot warehouse.

Space is also provided for a large mineral stockpile.

Today the sprawling facilities on Arlington Ave., across from Columbia Steel, contain three production lines and various supplemental buildings.

Unbelievable as it is, these very useful and necessary final products start as slag tailings left over from the production of 20 Mule Team Borax.

The basic materials are received from the Borax company in a state resembling wet earth, and are very difficult to handle.

Employees  
The normal operating force of the plant consists of 90 plant employees and about 15 supervisory and administrative personnel.

In charge of overall supervi-

tion of the local plant is John A. Ebbinghouse, 4334 Ranchview Road, Rolling Hills, who joined American Rock Wool as a production employe at Wabash, Indiana, in 1938.

American Rock Wool Corporation has plants in Texas, Washington, Minnesota, Indiana, Alabama, New Jersey, as well as the California plant located here in Torrance.

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